

Module 1. Why are monitoring and data important? Learn about cultural audience demands

1.1. Introduction

Online portals, websites, social media networks and mobile apps are becoming more and more diverse. In order to be able to guarantee a successful appearance, including all channels, in the digital age, some aspects must be carefully considered from different perspectives. In addition to usability, customer centricity, search engine optimization, social media, digital marketing, branding, user experience, monitoring, and analytics are an essential part of the digital construct.

However, those who only conduct analysis for their own sake and out of love for hard numbers and meaningful evaluations, often remain trapped in the two-dimensional view and deprive themselves of many possibilities. Only when you take the other perspectives into consideration will you be able to illuminate your online presence in its full, three-dimensional scope and derive real added value from it.

Social media monitoring, which in practice is an ongoing process, has developed into an important part of a holistic strategy that is carried out regardless of the size of the company, the association, etc. So that the creator can take corrective action at an early stage, the monitoring should not only take place at the beginning of a social media activity (i.e., during the target group analysis) and at the end, to check the achievement of goals. The monitoring should continuously accompany every step of the implemented strategy.

However, social media monitoring can only partly be assessed using the classic success metrics of online marketing, as it is based on a paradigm shift in communication. The aim should not be to use social networks only as an additional channel for one-way communication, but rather to enter into dialogue with users of the target group, to deal with them and, at best, to be able to win them over to pass on brand-related messages or through user-generated contributions.

Regarding proactive communication, it is advisable to distance yourself from short-term campaign orientation and focus on long-term goals, as is common in PR (public relations) and strategic brand management, but always with a measuring indicator in mind.

1.2. Overview of the social media monitoring



The task areas of monitoring and analytics should help to measure the presence of the association, club, or company in social networks, to record trends, to research topics for one's own channels and to gather opinions. With certain key figures, both positive and negative effects can be quickly proven and the current effectiveness of the engagement on the various social media channels can be better assessed.

Social media monitoring is the systematic observation and analysis of activities in social media. This applies both to the analysis of social media posts and dialogues in discussion forums, weblogs, microblogging and social communities such as Facebook or Instagram, as well as to all mobile activities, such as mobile marketing campaigns.

It is used to gain a quick overview and insight into topics and opinions. In contrast to the one-time or regular social media analysis carried out, social media monitoring is carried out continuously. To be able to recognize moods in groups – regardless of whether they are emotions, longings, problems, or wishes – a sentiment analysis (mood analysis) is carried out, which evaluates the individual opinions of a defined group. This type of analysis is usually carried out manually, as automatic sentiment analyses are still too imprecise. Alerts are used to identify crisis or problem situations in good time. In defined situations (negative or positive sentiment), these alerts inform the creator.

For example, goals can be mentioned in this context, such as achieving a positive brand image, conveying one's own product, service and professional competence as well as conveying club and offer-related knowledge. The dimensions of these goals do not differ significantly from those of classic marketing and PR so that we will not go into them specifically here in this study booklet.

Measurement approaches for specific social media goals, such as achieving a high brand presence, frequent theming of the brand and activities in the “social web”, help increase brand awareness and fan loyalty, plus the acquisition of advocates and supporters in the context of digital “word of mouth” In user-generated content, these are less straightforward. General standards and definitions are still missing here.

With targeted monitoring and analytics, you can get precise information about:

- how the association, the club, etc. is perceived and rated by the fans,
- how often people mention the association, the club, etc. and what mood prevails,
- if something is going on that could damage the reputation, for example, a negative blog post from an angry fan who could be brewing into a shit storm,
- which topics are currently being hotly debated and what could develop into an important economic trend,

- which people are recognized as experts and opinion leaders on the web,
- which networks are popular with the respective target group,
- who and what is seen as influential to the target audience,
- what the competition is up to,
- what potential customers and fans expect, and
- how successful (or unsuccessful) your channels on the social web are. (Pahrmann & Kupka, 2020)

Certain key figures are emerging that allow initial statements to be made in the assessment of success, but these must also prove themselves in practice in the mutual interaction. The following dimensions named by Peter Kim (2008) and the associated key figures provide the first starting points for assessing success:

- **Attention** that your content receives in a certain period of time, for example, measured regarding page views or video views.
- **Participation** of users with their content in a certain channel, for example, measured by the number of comments, ratings, recommendations, or the revisions of the content.
- **Authority** of your content on the web, for example, measured by the number of recommendations in social bookmarking services, external links to your content, such as your blog posts or YouTube videos
- **Influence** on followers, for example, measured by the number of Twitter followers, fans of your Facebook page, followers of the YouTube video channel, blog posts or podcast subscribers.

The success dimensions of Kim allow a basic assessment of the success of social media communication. It should be noted, however, that the respective dimensions are not to be regarded as equivalent for every campaign and cannot be used as an indicator for measuring success for each individual responsible. Some sports organizations may place more value on reaching a number of followers or fans for their brand, others appreciate many comments on their posts, and still others prefer that their content is distributed on the Internet using links and that many visitors arrive to their website. Therefore, the weighting of the individual success parameters must always be adjusted to the prevailing goals.

The listed success dimensions also include reach measures, for example, to estimate the level of attention experienced. A combined range and intensity measure to better



determine the particular degree of networking and engagement can be added with two components. These are: a conversation reach that not only includes the primary reach, but also considers word of mouth effects. This reach measure is combined with an intensity measure, which shows how high the respective participation relates to a certain contribution.

In addition to quantitative measurement parameters, performance assessment, especially in social media and mobile devices, also requires qualitative measures. Since communication does not only take place in one direction and the quality of the relationships with one's own followers is also an important value, the quality of listening, the communicative response to customer and fan needs and ultimately the relationship quality, satisfaction, and the level of trust achieved should also be considered in an assessment. With the possibility of direct feedback, social media offers the opportunity to directly include the opinions of users in the assessment of qualitative service packages. In this context, high-performance social media monitoring opens up a rich pool of options for evaluating qualitative data through the transparency of the comments and opinions expressed and the sentiment analysis that are derived. Up to now, these analysis options were more traditional for the assessment

Exchange relations between sports organizations and fans about various contact points (hotline, forum, etc.) are not available to this extent and with a corresponding context-related depth.

However, clubs, leagues and general associations still need to gain experience regarding the specific design, optimal linking and practical survey of this measurement approach. In any case, one should begin with the naming of target values for social media activities in an individually tailored manner. The "social web" in itself is subject to change. Popular networks today and work great can be deleted very quickly and disappear. Influencers who are active in the field of sports and who have numerous online fans can quickly gamble away their credibility with a rash action. If you stick with it and deal intensively with the development, you get a good feel for emerging, real trends, without being too drawn into the spell of individual phenomena.

1.3 Which media platforms are generally used by sports organisations?

The digital presence of professional sports organizations was mainly limited to an official website until 2006. This mostly includes current information and news, the squad, statistics, and the history of the club itself. And with the market entry of Facebook and YouTube in the same year, as well as Twitter in 2007, an unbelievable success story began.

Facebook, Instagram, Twitter, YouTube and, at times, TikTok are now part of the standard offering in every professional sports club and serve interested parties and fans worldwide with up-to-date and, in some cases, exclusive messages. From the original dissemination of information and news, marketing formats evolved to generate new sources of revenue. When developing new fan and target groups in near and far abroad, the social platforms always form the central basis to first gain awareness, then to generate interest and sympathy and in the following step to attract “new” fans for the club in the target group win. New platforms are constantly pushing onto the market, offering new functions again and again, the existing platforms are constantly developing their range of functions to move from “mass communication” to individual dialogue and to serve the personal needs of a sports fan more and more.

The international clubs and leagues realized relatively quickly what new opportunities were being presented to them on a silver platter by the rapidly growing online community. Sports organizations had the opportunity to provide the target group of fans and interested parties with information – the fans in turn could consume the latest news directly from their favourite club and easily get in direct contact with them. Because many of the social platforms were and have their home in North America, it was the sports organizations of the major American professional leagues in basketball (NBA), ice hockey (NHL), American football (NFL) and baseball (MLB) that opened up the opportunities and quickly used them. From 2010, this “wave” swept across Europe in all its force and has so far been experiencing an unbelievably great triumph, the end of which is not yet in sight.

The pioneering role in European football was played by two Spanish clubs that already had a huge international following. Real Madrid CF and Spanish La Liga FC Barcelona were the first clubs to experiment with Facebook, Twitter, and YouTube in 2007. However, not yet on a large scale, as the number of users in Europe was still manageable. In 2009, both clubs used the knowledge they had gathered, used the experience they had gained over two years in an increasingly targeted manner and quickly focused on internationalization – they recognized that the charisma of their club was not just in Spain itself, but also far beyond its borders – the global soccer fans were immediately in focus.

In addition, it was the British Premier League, with the majority of its teams that set up their profiles at an early stage and were able to look forward to numerous people in the respective communities worldwide. Particularly noteworthy was the strategic approach of the Premier League, which mainly used its appearance to make the clubs of the league known (more) and thereby gave British football as a whole an advantage over all others (football and sports leagues) on the social platforms.

Five major platforms have prevailed in (almost all) national sports organizations:

- Facebook



- Instagram
- Twitter
- YouTube
- TikTok

These platforms just mentioned are briefly outlined below. In addition, as already described, there are international platforms that are particularly decisive for the target market of the individual sports organization. Above all, the fans and markets in Russia with the social network Vkontakte and China with Tencent, Tencent WeChat, Youku and Sina Weibo should also be considered here.

Facebook

Mesut Özil was initially the only millionaire in the DFB team. At least when it comes to the number of Facebook fans. Around 31.1 million followers clicked the “like” button on his profile many years ago and officially “came out” as fans of the national player. The number of fans from Özil's teammates Mario Götze and Manuel Neuer (10.7 and 9.2 million) were also impressive. All German top division clubs now operate their website. As the undisputed leader in the art of catching, Bayern Munich leads with around 51.4 million fans, well ahead of champions Borussia Dortmund (15.2 million).

Facebook offers some advantages for both sides compared to a classic homepage. The principle of the profile is always the same. The distances for the fans are short, the structure is well-known. You act on one level. The professionals not only post comments on football topics, but also give fans an insight into private life. The fan feels well-informed.

But when it comes to Facebook's actual strength: communication, you quickly reach limits in the relationship between player and follower. The exchange between professional and fan is almost non-existent. The sense of social networks is usually not fulfilled, since communication takes place on a monological level rather than on a dialogical level. On the one hand, the player writes and, on the other hand, the fan comments. A direct exchange is usually not possible because the rush is too big. The fans get more in-depth insights than in the pre-social media times, but they mostly stay among themselves and their questions remain unanswered. A lot has happened in this area recently, and the dialogue with fans has been increasingly promoted and sustainably improved.

Your profile page offers many design options. Here, the latest news can be posted on the pin board, photo and video galleries and relevant links or can be embedded to, for example, the club's homepage or sponsors. Fans can contact their club or the athlete directly and engage in dialogue among fans. Specific appointments can also be made, for

example for certain fan campaigns, etc. For the association, Facebook grants the opportunity to offer a dialogue platform to all interested parties and to learn a lot about the fan through observation.

The following forms of communication are available:

- fan-fan dialogue
- club-fan dialogue
- association-media dialogue

It is important to create the official profiles with a high level of interaction (i.e. a very lively community and fan base). The guideline should be around 10 percent interactivity for pages with up to around 50,000 “likes”. The larger a page becomes, logically, the less interaction there is.

The social networks, especially Facebook, have grown up in the last few years. The target group makes demands or has relatively high expectations of an official profile. You cannot just post contributions on the side. The quality management plays a decisive role after a set contribution – active monitoring, regular reporting, all of this is part of the daily craft.

Instagram

Instagram only became really well-known in Germany in the summer of 2013 and immediately developed into the most important photo network for the clubs. In 2020, Instagram overtook Facebook for the first time in Germany – while 15 percent of the population used Instagram every day, “only” 14 percent were still using Facebook.

From the perspective of companies and associations,

the fundamental relevance of Instagram lies in its future viability. Because Instagram is more than an app for editing and distributing photos and videos or one of many social networks. It is mobile, social and visual communication at the same time and thus, similar to Snapchat, represents the changing media usage and communication behaviour of people. (Music Cities Network, 2017, p. 18)

The most important aspect is the ease of use of the application. In addition, a structured hashtag strategy can also be used to expand perfectly on Instagram. That makes the search very easy. Everything takes place on the move – on the desktop, you only manage the profile.

In addition to the absolute range, the above-average intensity of use is an even more interesting factor. With an average usage time of 34 minutes per user and per day,

according to the company, Instagram is one of the “attention guzzlers” among the media offerings.

Twitter

The quick and easy way to distribute news and information is via Twitter. Tweets can also be easily integrated into other applications. In this way, Twitter can contribute to the popularity of the club's website on Facebook.

Twitter is the absolute **live** experience, the mouthpiece of the organization. As of May 2015, Twitter was the only social network that did not limit content. That means there are no limits to the number of contributions. Thus, Twitter should convey all relevant, current and most interesting messages

It was not until the 2014 World Cup that Twitter managed to establish itself in Germany. Before, the number of users and increases were rather moderate, but with the win of the world championships, the microblogging service has established itself in all sports organizations.

Many organizations have started to “serve” international languages in addition to their German profile. This primarily serves the globalization strategy of brand or organizational awareness. Accordingly, many sports clubs that are active in an international competition or want to offer their sponsors an additional platform have expanded their range of communication.

YouTube

Video portals, such as YouTube, offer a platform for publishing and viewing videos. These offers are also designed as networks. With the principle of "Broadcast Yourself", the upload of videos, the creation of your channel and the submission of comments and ratings on YouTube are only possible as a registered member.

Large numbers of users can be reached through video portals. Clubs use YouTube by creating their own YouTube channel. However, the clubs are only allowed to publish videos that are legally possible, live Bundesliga pairings are excluded, and the music used is automatically rated whether it is permissible.

Through a partner program, the clubs can design the user interface of their channel and have access to numerous analysis tools. The videos can also be easily integrated into other applications such as blogs or “social networks”.

As can be seen from some examples, the YouTube channel can be marketed separately. This means that content that is not subject to licensing law, including training, friendly

matches, background videos, interviews, etc., can be linked to platform marketing and generate additional income.

TikTok

It is currently the boom app beyond comparison. Especially since the Chinese developer ByteDance took over the app Musical.ly in 2017 and merged it with TikTok in 2018, it has experienced rapid growth. More and more sports organizations are also becoming active on the platform. But how can clubs, associations and sporting events use an app that is designed to make people dance to music? How can you deliver relevant content to your fans and also win new fans? At first, the connection to brands from music and lifestyle appears to be much closer than to sport. But more and more sports fans are also asking for content and entertainment from their clubs and idols on the platform.

It is easy to understand why the app is so popular with children and teenagers. Funny, spontaneous self-expression is a lot of fun. In addition, you can imitate your stars, incorporate funny scenes as gags, act out creatively and also become noticed by the community, from which you ideally get positive feedback.

The clips can be shared on Instagram, Facebook, Twitter, and WhatsApp. Using the internal search, keywords, or hashtags can always be used to find new videos, sounds, or people. The users exchange ideas in the integrated chat or via the comments on individual clips.

1.4 Best Practice Examples

In this section, we want to look at some examples of the presentation at the sports organizations. The observations show that clubs and leagues no longer focus solely on increasing the number of fans.

The use of social media platforms is no longer new, many users in sports organizations know their target group very well and define their contributions accordingly in such a way that high interaction rates are made possible. But the target group of fans has also changed – they have higher expectations of the content of the contributions, especially in the case of photo and video contributions.

“Top dog” Facebook

Globally, the sports organisations in all viewer-relevant sports have been using Facebook for years and remain loyal to this social network. It was the “top dog” from the start and has been able to maintain this position, an exceptional position, permanently in the developments of the past few years and has consolidated its standing through the introduction of some innovative features.

- Facebook had almost 3 billion monthly users (MAUS) in the third quarter of 2020.
- Facebook has 1.84 billion active users (DAUS) per day.
- Revenue for the third quarter of 2020 was \$21.470 billion.
- A total of 1.3 billion fake Facebook accounts were deleted.
- 35 million people update their status every day.
- 60.6 percent of Internet users use Facebook.
- In 2020 around 2.53 billion smartphones were in use worldwide – 85 percent of them use the Facebook app.

Example

The editorial news channel of Twitter

The most widely used microblog for posting short messages is Twitter. Due to its up-to-date information and the small amount of data, it is ideally suited for current news communication and was therefore more of an information network than a social network, but – originally intended as a communication medium between friends – is increasingly being used as a marketing channel and for professional communication. The user numbers speak for themselves at the end of 2020:

- There are 192 million active Twitter users per day (worldwide).
- Daily usage increased by 27 percent in 2020.
- 4,100 Twitter topics are now available.
- Interactions with Twitter ads are up 35 percent.
- Ad revenue was \$1,155 billion.
- Total sales increased by 28 percent.

Example

Background information on YouTube

Fans and interested parties want access to exclusive information and a sense of belonging to the club or athlete they adore. Since the current games are often broadcast on paid TV under the TV contracts, many clubs offer fans and interested parties videos



with background information and club life. The user numbers also speak for themselves on YouTube in 2020:

- 1.9 billion people use YouTube every month.
- Seventy-seven percent of German Internet users visit YouTube every month.
- The daily playback time of YouTube videos is over 1 billion hours.
- Seventy percent of all YouTube views are mobile.
- YouTube runs 180 million hours on smart TVs every day.
- 60 million people interact with the YouTube Community tab.
- YouTube is now available in 90 countries and in 80 languages.
- YouTube live streams have increased by a factor of 10.

Example

Healthy Entertainment Mix on Instagram

Instagram is an application that (almost) exclusively plays on the smartphone. From setting the pictures and videos as well as the interaction, everything is done on the move and can be learned or operated with very little effort. This is at least one extremely important building block on why Instagram was able to unite so many users in a very short time and why it has developed strongly in recent years. Below are some cornerstones of the Instagram social platform (as of 2020):

- There are 21 million Instagram users in Germany.
- There are 18 million Instagram stories users in Germany.
- 1 billion Instagram users were counted worldwide.
- 500 million daily active users can be found in this social network.
- 500 million Instagram story users were counted daily.
- The daily length of stay for users under the age of 25 is 32 minutes.
- There are 25 million company profiles worldwide
- The number of Instagram videos produced daily has quadrupled in 12 months.

Example



Modern touch on TikTok

More and more brands, companies, and publishers rely on the Chinese network TikTok. Of course, user numbers are not the only decisive factor when it comes to your activity on TikTok, but they are always a good indicator of how the channel is doing (as of 2020).

- 100 million people in Europe use TikTok at least once a month.
- 800 million people around the world use TikTok at least once a month.
- Sixty-nine percent of users are between 16 and 35 years of age.
- Sixty percent are female users.
- Fifty-four percent of users use the app with an iOS.
- The average usage time in Germany is 50 minutes a day.
- Thirty-five percent of all users take part in the so-called hashtag challenges.
- Every month 6.5 billion views are generated in Germany.

Example

Definition of evaluation options

This section deals with the evaluation options of social media, which can be defined as follows: social media is seen as the exchange of information, experiences, perspectives, and entertainment thanks to mobile or online community websites.

Some figures, data, and facts from Germany

The number of Internet users in Germany is increasing again, and media offers in particular are benefiting from this. On average, the Internet is used for almost 3.5 hours every day. Instagram is replacing Facebook as the most popular network. These are the central results of the ARD / ZDF online study (as of 2020), which is carried out on behalf of the ARD / ZDF research commission and has been providing basic data on Internet use in Germany every year since 1997. In 2020, 1,504 representatively selected German-speaking people aged 14 and over were interviewed by telephone (dual-frame sample). After the merger with the data from the ARD / ZDF long-term study on mass communication as part of the "Media and Audience Study", the analysis are based on a total of 3,003 cases.

Significant increase in internet usage

Even if internet usage in Germany is at a high level, it continues to rise. In 2020, 94 percent of the German-speaking population aged 14 and over used the Internet at least occasionally. This corresponds to 66.4 million of the total of 70.6 million people aged 14 and over, which means an increase of 3.5 million. Above all, the older target groups aged 60 and over contribute to this.

Daily reach and usage time of the media internet are increasing

The daily reach of the media internet has increased further compared to 2019. With a plus of 6 percentage points, half of the respondents indicated that they use at least one online media offer (i.e. videos, audio content or articles) per day. Among 14 to 29-year-olds, nine out of ten respondents use the Internet daily for media offers, which corresponds to an increase of 10 percentage points compared to 2019.

The daily time that people spend on the Internet is calculated based on a daily routine model and, according to the study carried out, is an increase of 11 minutes to 204 minutes. 120 minutes are allotted to the media Internet (plus 21 minutes). Especially in the target group of 14 to 29-year-olds (total internet use: 388 minutes, plus 18 minutes), the duration of use of online media internet offers has increased by almost an hour to over 4 hours (257 minutes, plus 50 minutes). The rest of the time is spent on chatting, playing or shopping on the Internet, for example.

Online video usage

65 percent of the respondents use the video offers of the television stations, which can be accessed via media libraries and YouTube, at least seldom, with streaming services this is 47 percent. However, daily use is twice as high here at 14 percent as with the online video offerings of the TV stations, and at least weekly use is a comparable level at 36 percent (40 percent). Only in the under-30 age group are Netflix and other streaming services significantly ahead of the TV content in media libraries or on YouTube when it comes to at least weekly use. The values for the middle age group of 30 to 49-year-olds are at a similar level for TV content and streaming services.

Social media

Facebook will be overtaken by Instagram for the first time in daily use in 2020. 15 percent of the population use Instagram every day (2019: 13 percent). Facebook, on the other hand, only comes to 14 percent and thus loses significantly compared to the previous year (2019: 21 percent). When looking at usage within a week, Facebook (26 percent) can maintain its position ahead of Instagram (20 percent), but it also loses here (minus 5 percentage points). The other social platforms remain stable at a significantly lower level.

Social media marketing



Marketing with social media = social media marketing, also known as SMM for short, connects service providers and small and large companies with a broad audience of multipliers and consumers. Through digital marketing, companies can increase their brand awareness and customer loyalty by using their web presence and the inclusion of their profiles in social media.

It was not long ago that the Internet was an information medium. However, developments have turned the Internet into an interactive and social medium. This is essentially the reason why we speak of digital optimization today, with a particular focus on social media optimization.

Social media optimization

Social media optimization is the term used to describe the optimization of one's own website so that it can be recorded more easily and more often by social media services such as blogs, social networks and video portals. The basic idea is similar to that of search engine optimization, where the page is geared towards being better found by search engines using certain keywords. The goal with both of them is to generate more internet traffic for the website. In contrast to search engine optimization, with social media optimization, above all, the content and the offer are adapted in such a way that visitors can share and disseminate it easily and simply on their social networks.

Social media marketing also shows similarities to social media optimization. However, this is primarily responsible for the external impact and focuses on the presentation in social networks. Social media optimization, on the other hand, is only aimed at improving and adapting one's own site and is becoming increasingly important, especially against the background of the new orientation of search engines. These are now increasingly including the activity of social networks in their criteria for their rankings. Therefore, a pure search engine optimization is no longer sufficient for a top position in the rankings. Optimizing your site for social networks also has the effect that the club is perceived positively and gives fans better opportunities to express their opinion.

The return on investment with social media

The return on investment (ROI) cannot be made causally visible in data, but is the big picture that emerges as part of a social media commitment.

But why is the question of ROI being discussed so much at all? One of the reasons is very obvious: when a club or association invests in social media, it wants to know how much money will come back in from it. The problem at this point is that the return on investment is a business measure that puts countable units in a relationship. The costs for social media can be well quantified at this point – regardless of whether it is about personnel, resources or services, everything has its price. But how much is a recommendation on

Instagram, Twitter or a Facebook fan worth? What happens on social media can rarely be converted directly into money. An intermediate step is necessary at these points to make the contribution of social media visible.

- **ROI = return on influence**

A purely economic view of social media falls far too short. The real value lies in the discussions that arise around the club or association and the associated positive effects on brand perception, the so-called return on influence or return on engagement. You can measure this with key figures such as the “share of voice”. This does not result in a hard sum in euros, but at least it shows a value that the management understands.

- **ROI = reduce of investment**

Social media has many potential savings (reduce on investment) in other areas. Possible starting points here are: the fan service, in which costs are reduced in the long term through social media support and fans who help other fans. Likewise, regarding product development, where savings can be made by working with fans on the “social web”, as well as market research, where savings can also be made through findings from social media monitoring. In addition, of course, this also applies to classic marketing, in which less budget is used if a more direct and cost-effective addressing of the target group is possible via social media. If at this point, the costs that have been saved through social media elsewhere are subtracted from the costs that arise through the commitment, a monetary value is created for the ROI.

- **ROI = risk of ignoring**

A not insignificant aspect of social media is the risk of ignoring, the danger that comes when the club or association attempts to ignore social media. This behaviour can be associated with not insignificant damage to the image. There does not even have to be a shit storm for that. Ratings and votes in the social web have a significant influence on many fan decisions. If a fan or a potential fan only finds negative entries about the club or association, an alternative will probably be sought.

- **Tell me where the money is!**

The ROI of social media is not the ROI in the classic sense, but figures must be presented in the long term. The way here is to find the link between the club or association goals and social media and to prove the contribution as well as possible. If it is not possible to show a direct financial value, the contribution made to the sponsor must be made transparent. A 30 percent improvement in sentiment towards the sponsor may not be quantified in euros, but it is still a value that management understands and appreciates. The last cornerstone of social media management now focuses on the club or association itself (Pein, 2020).



Some social media goals arise out of the need to force negative results out of the search engines. In this case, various goals can be pursued:

1. Reputation management: answering negative mentions of your club or association on the Internet.
2. New links that bring other pages to the fore in search engine results.
3. More traffic: more traffic generally means a higher ranking on websites. This can lead to higher advertising prices. More traffic can also help increase brand awareness, support reputation management and improve search engine rankings. However, when the irrelevant traffic explodes on the page, the bounce rate is also very high.

The bounce rate states the percentage of visitors who enter a website and leave it again from the same page without visiting other pages on the website. Such a visitor visits the website and immediately jumps off again.

If a social media marketing message is worked out and the aim is to attract relevant traffic or to retain a certain percentage of visitors and make them regular participants in the community, it must be ensured that this website is also relevant – good content usually ensures for a low bounce rate.

4. Increase brand awareness: correctly carried out, social media marketing can massively increase brand awareness, especially when an activity is present on several platforms. With a good strategy, people in the social networks can be turned into advocates of the club or association, they are the so-called brand ambassadors.
5. Improved search engine ranking: social media marketing campaigns can generate hundreds of thousands of links because visitors recommend the website with the campaign to their friends and family members or to a larger audience (= influencer = influencer marketing).
6. More sales for products: product recommendations from friends lead to more sales – but that requires patience. First, brand awareness has to be strengthened, which then leads to more sales in the long term.
7. Establishing as an opinion leader: if you have the necessary knowledge that other people are looking for, social media marketing can work in your favour. You can establish yourself as an expert. A thought leader is someone whose knowledge and expertise identifies him as an expert among his kind.

Four steps to target-oriented communication



- **Find the target group on the net**

Research: where do customers, fans or advised consumers discuss my industry, products, services, or my club? Where are the target groups still active, or which platforms are still being visited?

- **Look and read**

The content that concerns the target group should be dealt with. Regular reading of what is written about my club, the company, the industry, the competitors. Are there any specific requests or criticisms?

- **Have a dialogue**

Get in touch with multipliers, discuss with consumers who are interested in the services. Is it possible to even include them?

- **Define goal-oriented measures**

What do I want to achieve? Which needs do I cover with my goals? What needs does the target group have? What problem can I solve for the target groups? What is the target group's central problem and what solution do I offer?

Users expectations from the Internet or from the producer:

- establish and maintain relationships,
- exchange,
- be able to trust the content,
- find recommendations from other users
- be active yourself (being able to give tips, advise against, exchange experiences),
- find comparisons, everything at a glance
- find information quickly and in a structured manner
- give and receive insights into the private sphere (users among each other),
- personalized content tailored to the target group,
- free content, information, and entertainment.

Opportunities



- have direct conversations with the fans and get to know their needs and wishes,
- shape actively the corporate image,
- get unfiltered feedback on products or planned changes,
- motivate and entertain employees,
- get word of mouth marketing,
- get search engine optimization (SEO marketing) and topicality,
- Increase in credibility and authenticity,
- have control of expression,
- have timely and inexpensive market research,

Thoughtful preliminary considerations for the procedure:

Define goals: what should be achieved through a presence in social networks?

Discover: research who, when, where, speaks about the club or association, what is said and what can be learned from it.

Participate: build your own presence on the social platforms and show a reaction to discussions. The important thing is real interaction!

Manage: accompany the entire process as effectively and efficiently as possible. Establish monitoring and measure key figures.

People: people are in the foreground in all discussions.

Content: good content is necessary; it has to be distributed and commented on become.

Tools: the activities take place on different platforms and must be supported.

Objectives: Smart approach

Specific: goals must be clearly and precisely formulated.

Measurable: define measurability criteria that can be checked using your methods.

Accepted: client / recipient has accepted the goals.

Realistic: goals must be achievable with the means available.

Timely: Deadline by when the goals should be achieved.



References

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